

KNOWLEDGE PORTAL FOR EVALUATING PRODUCT ATTRACTIVENESS AND RISK

A method and system is provided to uniformly evaluate product characteristics and identifying risk factors associated with the products so that a comprehensive scoring system provides an attractiveness score by age brackets and also provides for a consistent quantification process so that an overall characterization may be viewed by a color coded scoring scheme. The scoring system is based on predetermined scores created for age brackets and pre-identified product attributes. Through user feedback a new product may be evaluated using a series of questions that are associated with the predetermined scores producing an overall attractiveness score. Through another set of questions and predetermined mitigation scores, a mitigations score may be developed for the product so that by combining the attractiveness score with the mitigation score and comprehensive product score may be produced indicative of risk. The invention also provides for exploring various categories of characteristics that may lead to particular behavioral responses to the product by age group.